SCIENCE NORTH SCIENCE NORD

ANNUAL REPORT
2009-2010

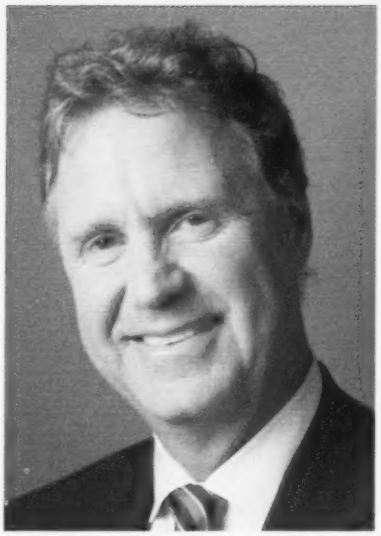
Mission Statement

Science North creates and markets high quality science education and entertainment experiences in English and French which involve people in the relationship between science and everyday life.

Table of Contents

Message from the Chair and Chief Executive Officer	3
Fast Facts	5
Strategic Objective #1	6
Strategic Objective #2	11
Strategic Objective #3	13
Strategic Objective #4	15
Science North Funders, Donors and Sponsors	16
Science North Board of Trustees	17
Science North Committee Members	17
Science North Staff	18
Audited Financial Statements	19

Message from the Chair and Chief Executive Officer



Scott Lund
Chair, Board of Trustees

2009-10 was an eventful year for Science North with continued focus on our mission and progress in meeting our strategic objectives including outreach to Northern Ontario and the renewal of the science centre. We also received some very welcome news including capital and operating funding that will provide solid footing as we move forward on key initiatives. Some of the highlights of 2009-10 include the following.

- Summer science camps attracted 1,556 children registered in week-long programs in 19 communities.

- A van-based live outreach science program reached 10,038 elementary students in 27 Northern Ontario communities. For public outreach (fairs, festivals, etc.), we surpassed our goal of 20 communities by reaching 26 communities and 11,165 people.

- A total of 43,488 school experiences were delivered to students visiting Science North, Dynamic Earth, the IMAX® Theatre, the Planetarium and/or a tour on the Path of Discovery.

- In May 2009 Science North's travelling exhibit *Creatures of the Abyss* opened in our Special Exhibits Hall. During the summer of 2009, attendance to the science centre exceeded attendance targets by 8%. The exhibit began its North American tour in 2010.

- A state-of-the art digital dome Planetarium opened at Science North in mid-July 2009 and has received very positive feedback from visitors including school groups who enjoy special educational programs in addition to their Planetarium show. Related programming is offered in a portable planetarium which is travelling to Northern Ontario schools.

- *Legends of the Great Lakes*, the second of four new object theatres at Science North, opened in March 2010. Work is progressing well on a third new object theatre entitled *Between the Stars: The Search for Dark Matter*, which will open in June 2010.

- A schematic exhibit design plan for the Northern Ecosystem exhibit renewal on Level 3 of the science centre was completed in August 2009, including a thematic floor plan, integration of animal habitats and science exhibits within the themes, as well a design and graphic approach to the whole gallery. The first element, a new Animal Care Centre, opened in March 2010.

- *Diamonds*, the Science North-created travelling exhibit, completed its full season in the new MacLean Engineering Gallery at Dynamic Earth and is now on its North American tour.

Jim Marchbank
Chief Executive Officer

- Two leased special exhibits opened in March Break 2010 and are poised to run through the summer season: *Dinosaurs Unearthed* at Science North and *Strange Matter* at Dynamic Earth.

- On March 17, 2010, an official announcement was made of $7.3 million in joint federal/provincial infrastructure stimulus funding to upgrade, renovate and improve Science North. As a result of the funding, Science North will transform a large portion of the visitor experiences in the science centre by March 2011, the largest science centre renewal since we opened almost 26 years ago.

- In May 2009, Science North was pleased to receive the 2008 Michael Smith Award for Science Promotion by the Natural Sciences and Engineering Research Council of Canada (NSERC). The Awards are presented annually by NSERC to honour individuals and groups who make an outstanding contribution to the promotion of science in Canada, through activities encouraging popular interest in science or developing science abilities. The Awards focus on people and groups who take science outside the regular school system, to reach people in all walks of life.

- Another memorable highlight of the 2009-10 year was the announcement by Premier Dalton McGuinty that the Centre's annual base operating grant would increase by $3.6 million. During the past year Science North has undertaken a strategic review and conducted business planning to focus our organization on building a strong and sustainable Science North. Key initiatives will be implemented to fulfill our mandate and offer improved outreach, renewed and refreshed educational programs and improved awareness throughout Northern Ontario. We look forward to sharing the results of these plans in next year's annual report.

As you read through this annual report you'll note many more accomplishments of the past year. We'd like to thank our staff and volunteers and the Centre's Board of Trustees for their hard work, dedication and focus. Our donors, funders and partners have also played a key role in our success and we thank them for their support.

To the Ministry of Tourism and Culture and Minister Michael Chan, we thank you for your strong support and for working in partnership with us to meet our mission and mandate. We look forward to a successful year ahead.

Sincerely,

Scott Lund
Chair, Board of Trustees

Jim Marchbank
Chief Executive Officer

Fast Facts (April 1, 2009 - March 31, 2010)

Total Tickets	278,651	
Family/Individual Memberships	2,443	
Corporate Memberships	38	
Employees	88	full-time salaried
	133	casual, contract and hourly
Total	221	
Volunteers	156	
	14,013	hours

Education Programs - School Groups		
Science Centre	24,095	
Dynamic Earth	5,547	
IMAX® Theatre	12,213	
Planetarium	1,487	
Path of Discovery	146	
Total admissions	43,488	

Science Programs & Workshops		
Science Camps	1,556	participants (19 communities)
Specialty Programs	385	participants
New Year's Eve Event	839	participants
Halloween Event	1,659	participants
Sunset to Sunrise Camp-Ins	1,929	participants
After School Program	49	participants
Public Outreach Programs	11,165	participants (26 communities)
School Outreach Programs	10,038	participants (27 communities)
Special Local School Outreach Program	1,968	participants
Special Science North Program	580	participants
Teacher Workshops	167	participants

Admissions	
Science North Science Centre	142,309
Science North IMAX® Theatre	76,038
Planetarium	17,832
Dynamic Earth	42,472
Total	278,651

IMAX® is a registered trademark of IMAX Corporation.

Strategic Objective #1

Renew, re-energize and fully develop our science programs to serve all of Northern Ontario.

Goal 1

Fund, develop and deliver, directly and through electronic means, a comprehensive program of science learning to schools, groups and individuals across Northern Ontario.

Educational Programs

- A total of 43,488 school experiences were delivered this past fiscal year. This included students visiting Science North, Dynamic Earth, the IMAX Theatre, the Planetarium and/or a tour on the Path of Discovery. School programs and science experiences were delivered to 29,642 students who visited Science North and Dynamic Earth. 146 students took part in the Path of Discovery bus tour about the history of Sudbury mining and culture. 12,213 students experienced Science North's IMAX theatre films.

- 1,929 students experienced an overnight Sunset to Sunrise Camp-In at the science centre.

- Schools and school boards purchased school memberships for 12,209 students in the City of Greater Sudbury. Schools with such a membership can visit both science centres at no charge from September through to April.

- Curriculum-based science teacher workshops were delivered to 167 educators both in Sudbury and from Northern Ontario communities. Science North also delivered teacher workshops at the Science Teacher Association of Ontario conference and at the Summer Institutes at The Briars Conference Centre, Jackson's Point, on Lake Simcoe. Science activities linked to the Grade 9 and 10 chemistry curriculum were also developed for le "Centre franco-ontarien de resources pédagogiques".

- Special local and Science North programs were delivered to a total of 2,548 students. A grant from the Ministry of Natural Resources provided an opportunity for Science North to reach 1,968 students through a live science show called Species at Risk presented in local schools. An additional 580 students participated in an Energy Fair organized by the Sudbury Catholic District School Board in collaboration with Science North.

- Science North runs an afterschool program for children ages 7 to 12. The children participate in science activities everyday after school during the entire school year. The capacity for the ASK (After School Science Kids) program was increased in September 2009 to accommodate up to 50 participants and ran with 49 students in the 2009-10 school year.

Outreach Programs

- A van-based live outreach science program reached 10,038 elementary students in 27 Northern Ontario communities. This travelling program includes one-hour curriculum-linked school programs and/or live hands-on science shows.

- Science North offered special science experiences to the general public at festivals and fairs, libraries and provincial parks in 26 Northern Ontario communities to over 11,000 people.

- Science North continued to test how to best reach students through video conferencing. This past year, 65 local students participated in hands-on science experiences through video conferencing during the prototyping stage with a Staff Scientist from the media studio at Science North delivering the program.

- 13 different themed week-long summer science camps were delivered in 19 communities; 12 communities in Northeastern Ontario and 7 in Northwestern Ontario, to 1,556 children between the ages of 4 to 14.

Goal 2

Fund, develop and complete the renewal of science programs and exhibits on Level 3, in Level 4 object theatres and in the Vale Inco Cavern.

- Detailed exhibit design work was carried out for the complete renewal of Level 3 of the science centre, the Northern Ecosystem exhibition. A new Animal Care Centre was built as part of this project to care for the Northern Ontario species that are featured in the natural science exhibits. The Northern Ecosystem project is moving forward with final plans and a completely renewed Level 3 will open in March 2011.

- A second new object theatre, *Legends of the Great Lakes*, opened in March 2010. This theatre takes visitors to the water's edge of Lake Superior and tells the stories of the woodland caribou, the bald eagle, and the lake sturgeon and how all three of these species are part of ecosystem recovery. A third new object theatre, entitled *Between the Stars: The Search for Dark Matter,* will open in June 2010 and the fourth renewed object theatre, a new Climate Change show will open in March 2011. The development of all 4 object theatres has been supported by the Northern Ontario Heritage Fund Corporation.

- The Shoreline Demonstration Project is a collaboration with the City of Greater Sudbury. The implementation of shoreline restoration started in August 2009 and was complete in late Fall 2009. The implementation of interpretive signage at the shoreline will be installed in the spring of 2010.

- A schematic plan and script were completed for a new 4D show in the Vale Inco Cavern. The renewal of this unique theatre will use the existing show's assets including 3D film projection, motion seats, and a Northern Ontario theme. The new show, *Wildfire* (working title), will be about forest fires in Ontario – the science, the technology, and the people. The film will be shot in the summer of 2010 and a new 4D show will open in the Vale Inco Cavern in March 2011.

- Exhibit renewal in several of the centre's science labs was initiated in 2010. New visitor experiences are being developed to complement new object theatres, the Lapidary Lab will be expanded, and new exhibits will be added to the MacLeod Rock Gallery. Renewed experiences in the science labs are an important part of exhibit change at the centres and will be implemented for Fall 2010.

Goal 3

Fund, develop and complete the renewal of the visitor experience in the IMAX Theatre and in the ride theatre space.

- The IMAX Theatre, transformed to include new 3D IMAX technology, opened in February 2009 and completed its first full year of operation.

- The installation of a digital dome Planetarium in the former Virtual Voyages ride theatre space was completed and opened on July 11, 2009. Funding received in this fiscal year to support the development of the Planetarium was secured from the Northern Ontario Heritage Fund Corporation, the Department of Canadian Heritage, and the City of Greater Sudbury.

Goal 4

Establish Dynamic Earth as North America's best informal learning centre for earth sciences and mining technology and increase industry and community acceptance and support of it.

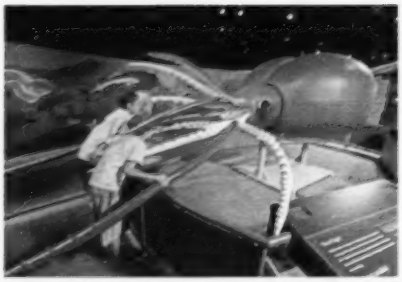
- New science programs for children were successfully implemented at Dynamic Earth. *The Tunnel of Terror* Halloween program continued this year, 25 children participated in Christmas holiday programming and 35 participated in programming over the March Break. A Geo-Kids science club was also successful on Saturday mornings in the Fall of 2009 and Spring of 2010.

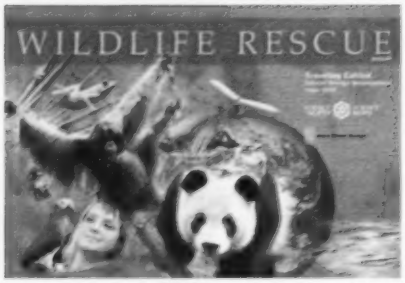
- *Diamonds,* the Science North-created travelling exhibit, completed its full season in the new MacLean Engineering Gallery at Dynamic Earth. In this 200 metre (2,000 square foot) exhibition visitors learn what makes Canadian diamonds among the most valued in the world, learn how diamonds are formed and mined out of the ground, size their own diamonds, evaluate colour and determine cut and more.

- *Strange Matter*, a travelling exhibition from the Ontario Science Centre, opened in the MacLean Engineering Gallery in March 2010 as the special exhibition for the 2010 season. *Strange Matter* is all about materials science – visitors become a materials scientist and test stuff, break stuff, mix stuff and discover how strange matter can be!

Goal 5

Fund, develop and produce travelling exhibits which premiere at Science North and Dynamic Earth, and which have the market appeal to be profitably leased across North America, alternating years of development between a large scale exhibit for Science North and a small scale exhibit for Dynamic Earth.





- *Creatures of the Abyss* opened in the Special Exhibits Hall at Science North on May 23, 2009. During the summer season, attendance to the science centre exceeded attendance targets by 8%. Leases have been secured to 2012 with the exhibition touring to Philadelphia, Honolulu, Berkeley, Edmonton, and Houston.

- Concepts for exhibit topics for Science North's 2011 travelling exhibit were developed and topic testing was conducted. The successful exhibit topic was *Wildlife Rescue* (working title) which will involve visitors in compelling stories of animal rescue, the dedicated people who are taking action, and the science that supports their efforts. A conceptual plan for the exhibition was completed and the project is moving forward with a full project team and a contracted exhibit design firm. *Wildlife Rescue* will open in March 2011 and will begin touring in January of 2012.

- The topic for Dynamic Earth's next small scale travelling exhibit was determined and a concept plan for *Our Earth's Riches* (working title) was completed. This exhibit will explore how mining is essential to our 21st century quality of life, using a house analogy to explain how metals, plastics, and even glass are mined and turned into common household appliances. *Our Earth's Riches* will open at Dynamic Earth in March 2012.

Goal 6

Fund and develop a Science North/Dynamic Earth website which offers high quality science experiences and which drives attendance and sales.

- A website strategy and action plan was completed by September 2009 and a new web editor was hired to lead new web content initiatives.

- Existing website content was ported into the new content management system providing improved efficiency and up-to-date information and training for the new web editor has been completed.

- A web team has been created and new content has been identified.

Strategic Objective #2

Invest in people, technology and infrastructure to better pursue our mission and strategic objectives.

Goal 1

Establish Science North as a Northern Ontario employer of choice which develops, retains and attracts skilled, knowledgeable staff and volunteers.

- Supported employee and volunteer management through in-house sessions, external training, mentorship, on-line toolkits and other resources.
- Identified and rolled out professional values for the organization that are being incorporated in organization wide on-boarding, training and recruiting processes.
- Developed, implemented and delivered supervisory training modules. Incorporated training modules as part of ongoing training initiatives and implemented a supporting on-line supervisory toolkit.
- Surveyed staff using the Queen's University Best Employer's survey. Implemented new initiatives related to work-life balance, professional development strategies and recruiting.
- Identified and implemented best practices focussing on on-boarding of staff and volunteers.
- Reviewed and identified opportunities for improving recruiting practices. Incorporated new recruiting processes into standard training modules and undertook the training of hiring managers.
- Piloted and implemented new competency based hiring, on-line pre-screening and new assessment tools to ensure quality new hires.
- Raised awareness of Science North's volunteer program by hosting open house and recognition events and ensuring Volunteer Coordinator involvement in the local volunteer network and community events.
- Built support for youth volunteer opportunities through development and communication of new placement opportunities and targeted recruiting.
- Melded the volunteer function within the Human Resources unit to achieve program and workforce synergies.

Goal 2

Fund and implement new hardware, software and skills to pursue operational and service excellence and efficiency.

- Enhancements to several internal systems were made to improve operational efficiencies. These included the Timebilling System, Staff Management System, internal financial reporting (CUR) system and Purchasing System. Improvements focussed on ease of use, improving access to relevant data, and enhanced structures.

- The centre's external sales team implemented Customer Relationship Management software for communications with key external clients.

- Improvements were made to the centre's communications infrastructure by expanding wireless data network and upgrading cell phone technology in key support units to utilize the wireless network.

- Invested in core IT infrastructure renewal and redundancy and in staff workstation hardware and software upgrades.

Goal 3

Fund and increase investment in the renewal of Science North's physical infrastructure.

- $1,030,000 in funding was received from the Ministry of Tourism and Culture for repair and rehabilitation projects in 2009-2010.

- $1,112,700 was spent on capital repair and rehabilitation projects in 2009-2010.

Goal 4

Focus staff and invest in Science North's Environmental Sustainability initiative and share our achievements with our audience.

- In conjunction with the City of Greater Sudbury, a Shoreline Demonstration Project was implemented at the waterfront on the Ramsey Lake Road site.

- Science North reduced its 'carbon footprint' by 22 Tonnes of Greenhouse gas (CO_2 equivalent) through conservation projects. This achievement represents an on-going reduction of about 2.5% of electrical consumption at the Bell Grove site. Most of the conservation projects were lighting upgrades and retrofits.

Strategic Objective #3

Increase self-generated revenue to better pursue our mission and strategic objectives.

Goal 1

Increase attendance and revenue at all Science North attractions and programs.

- A new team structure was put in place to ensure clear accountability for customer relations and actions required to improve customer data mining have been identified.
- A branding exercise has been completed and new brand standards will soon be identified.
- A strategic marketing plan has been drafted identifying key activities and promotions.

Goal 2

Increase revenue, margins and profit from all Science North external sales.

- A new team structure was put in place to improve the profitability of travelling exhibits.
- A new project management practice and structure has been implemented and is now used to manage and coordinate all external projects which will increase profits from these projects.
- An improved customer service feedback communication system has been implemented with appropriate follow up in place to ensure improved external client satisfaction.

Goal 3

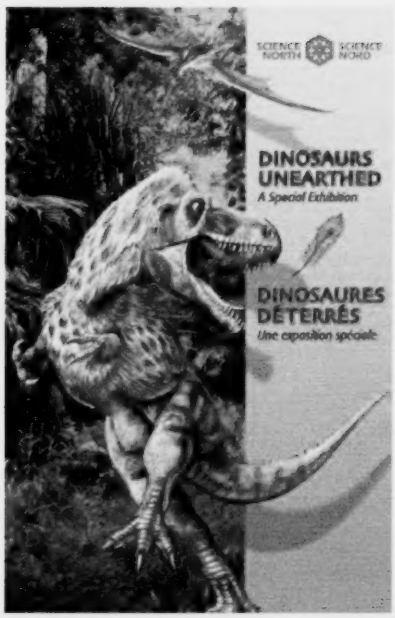
Launch and successfully complete a major fundraising campaign, focused on Science North's 25th Anniversary, which funds the renewal of the science centre, IMAX Theatre and ride theatre and begins an endowment fund.

- $490,000 in funding was committed by the Department of Canadian Heritage for the digital Planetarium which opened in July 2009. The Northern Ontario Heritage Fund Corporation and City of Greater Sudbury had announced funding for the Planetarium in the previous fiscal year.

- A new Director of Development was hired in January 2010 to lead Science North's fundraising activities.

- Received over $16,500 in donations towards the Risto Laamanen Fund in support of sending underprivileged children to Science North science camps.

- Due to the economic downturn a planned fundraising campaign was put on hold and efforts were refocused on securing economic stimulus funding from governments. On March 17, 2010 at Science North the Honourable Rick Bartolucci, Sudbury MPP made an official announcement of $7.3 million in joint federal/ provincial infrastructure stimulus funding to upgrade, renovate and improve Science North. The governments of Canada and Ontario will each provide $3,651,140.



Goal 4

Increase sponsorship to support operations and exhibit and program development.

- Hired a Development Assistant to lead and rebuild a new corporate membership program with increased revenues, and to focus on increasing individual giving.

- Secured $27,000 in support of summer camps and workshops, and $19,000 in sponsorship of films playing in the IMAX Theatre.

- FedNor, through its Economic Development Initiative for Francophone Communities program, provided funding to Science North to increase the number of French language programs offered across Northern Ontario during the coming year.

- The Ontario Cultural Attractions Fund announced $150,000 in funding for the marketing of the *Dinosaurs Unearthed* special event beginning March 2010. An "Adopt A Dinosaur" corporate sponsorship campaign was successfully launched with nine businesses committing to sponsor one or more dinosaurs in the *Dinosaurs Unearthed* special exhibit before March 31, 2010.

- The J.P. Bickell Foundation donated $25,000 towards the production of Science North's travelling exhibit *Diamonds*.

- Secured support from Travelway Inn for sponsorship of films playing in the Atlas Copco Theatre at Dynamic Earth.

- Implemented 'In the Community' days to introduce Science North and partnership opportunities to local businesses.

Strategic Objective #4

Secure increased funding from the Ministry of Tourism and Culture to fully meet our mandate.

Goal 1

Develop the business case for an increased base operating grant from the Ministry of Tourism and Culture.

- In April 2009 Premier Dalton McGuinty announced that Science North's base operating grant would increase from $3.4 million to almost $7 million.

Goal 2

Develop the business case for increased, long term, multi-year funding of major capital renewal from the Ministry of Tourism and Culture.

- Science North participated in the Ministry's investigative phase for implementing an Asset Management Program and was identified as having a 'best practice' regarding capital asset inventory listings. Science North encourages the Ministry to develop and support a more formalized Asset Management Program.

Science North Funders, Donors and Sponsors*

Science North's successes would not have been possible without the generous support of several funders, donors and sponsors. Sincere thanks are extended to each and every one of them.

Government Supporters

City of Greater Sudbury
FedNor
Fisheries and Oceans Canada
Greater Sudbury Police Services
Heritage Canada
Indian and Northern Affairs Canada
Ministry of Tourism and Culture
Ministry of the Environment
Ministry of Natural Resources
Northern Ontario Heritage Fund Corporation
Natural Sciences and Engineering Research Council of Canada
Ontario Cultural Attractions Fund

Media Supporters

CBC Radio
CTV
EZ Rock
Northern Life
Rogers Radio
The Sudbury Star

Corporate, Foundation and Individual Supporters

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Caprice Canadian Diamonds
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EJLB Foundation
FirstData
The GlaxoSmithKline Foundation
Chloe Gordon
Grand & Toy
Greater Sudbury Hydro Inc.
Homewood Suites
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Charles H. Ivey Foundation
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Brenda & Mike Koziol
KPMG
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Laurentian University Printing Services
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James & Hope Marchbank
Gordon Marrs
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Dr. Ed Najgebauer
Dr. Chris Nash
Helen Nasinnyk
North West Company
Northern College, Porcupine Campus
Ontario Power Generation
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Penguin Automated Systems Inc.
Jennifer Pink
RBC Foundation
Russell Investments Canada
Scotiabank
MacGregor & Carolyn Sinclair
John Smith Realty
Softub Canada
TD Bank Financial Group
TD Friends of the Environment Foundation
Carolyn Thain
Travelodge Hotel
Travelway Inn
Brenda Tremblay & Glenn Graham
TROW Associates
Topper's Pizza
Uplands Foundation
Vale Inco
Wallace Family
Xstrata Nickel
Yallowega Belanger Architects

** cash donations of $250 and greater; in-kind contributions of $500 and greater*

Science North Board of Trustees (as of March 31, 2010)

NAME	DATE APPOINTED	TERM EXPIRY DATE
Scott Lund – Chair	June 29, 1998	June 28, 2010
Anna Armstrong	May 25, 2004	May 25, 2010
Mary Bernardi	July 4, 2001	August 25, 2010
Jordi Cisa	March 24, 2004	March 28, 2010
Elyse Clements	June 29, 1998	August 25, 2010
Doug Craig	July 4, 2001	August 24, 2010
Lorraine Dupuis	March 24, 2004	March 28, 2010
Richard Dupuis	February 11, 2009	February 11, 2012
Samantha Espley	March 24, 2004	April 24, 2010
Manfred Herold	May 25, 2004	May 25, 2010
Stephen Kosar	January 27, 2010	January 27, 2013
Jeffrey Laberge	February 11, 2009	February 11, 2012
Claude Lacroix	July 15, 2009	July 15, 2012
John Macdonald	June 11, 2008	June 11, 2011
Gordon Marrs	June 22, 2005	December 3, 2011
Helen Mulc	July 4, 2001	August 25, 2010
Rachel Prudhomme	May 15, 1992	August 25, 2010
Diane Salo	February 11, 2009	February 11, 2012

Science North Committee Members (as of March 31, 2010)

AUDIT COMMITTEE
Rachel Prudhomme – Chair
Mary Bernardi
Richard Dupuis

BUSINESS AFFAIRS COMMITTEE
Helen Mulc – Chair
Doug Craig
Richard Dupuis
Manfred Herold
Jeffrey Laberge
Diane Salo
Cathy Bailey
David Langlois

EXECUTIVE COMMITTEE
Scott Lund – Chair
Elyse Clements
Claude Lacroix (member at large)
Gordon Marrs
Helen Mulc

SCIENCE PROGRAM COMMITTEE
Gordon Marrs – Chair
Anna Armstrong
Jordi Cisa
Lorraine Dupuis
Samantha Espley
John Macdonald
Rachel Prudhomme
Diane Abols
Nels Conroy
David Wood

FUNDRAISING COMMITTEE
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Mary Bernardi
Claude Lacroix
Rachel Prudhomme
Martin Bayer
David Boyce
Frank Catalano
Mike Dibrina
John Fenton
Mike Franklyn
Cathy Gregorchuk
Floyd Laughren

Names in italics represent non-trustee members

Science North Staff (as of March 31, 2010)

James Marchbank
Chief Executive Officer

Chloe Gordon
Executive Manager, Office of the CEO
Eileen Kotila
Administrative Assistant

Jennifer Pink
Science Director

Chantal Barriault
Senior Scientist, Research and Evaluation and Co-Director Science Communication Program
Nancy Chartrand
Senior Scientist, Operations
Brenda Koziol
Senior Scientist, Travelling Exhibits

Roger Brouillette
Dan Chaput
Bruce Doran
Jenny Fortier
Amy Henson
Kirsti Kivinen-Newman (on leave)
Franco Mariotti
Lita McDonald-Jensen (on leave)
Dana Murchison
Stephen Smith
Simon Strasser
Staff Scientists
Tina Hache-Roy
Contract Staff Scientist
Chantal Daoust (on leave)
Jean-Marc Lalonde
Science Communicators
Jacqueline Bertrand
Dale Myslik
Science Technicians
Mia Boiridy
Director of Dynamic Earth (on leave)
Cathy Stadder Wise
Senior Scientist, Dynamic Earth
Sarah Chisnell
Tobias Roth
Staff Scientists

Rob Gagne
Senior Producer
John Milne
Associate Producer
Richard Wildeman
Animator
Amy Wilson
Contract Production Assistant

Carey Roy
Assistant to the Directors, Science & Education Initiatives

Nicole Chiasson
Director of Education and Northern Programs

Danielle Waltenbury
Senior Scientist, Education
Paul Balez (on leave)
Ashley Larose
Bryen McGuire
Staff Scientists
Angele Liefso
Melanie Aubin
Science Communicators

Guy Labine
Chief Operating Officer

Carolyn Thain
Director of Business Services
Janine Pigozzo
Financial Officer
Dave Kelly
IT Services Manager
Brian Wright
IT Services Technician
Jennifer Booth
Accounting Services Manager
Michelle Ciulini (on leave)
Angela McCandless
Val Pratt
Accountants
Diane Rossi
Pay & Benefits Officer

Brenda Tremblay
Director of Customer Relations and Business Enterprises
Stephanie Deschenes
Marketing Manager
Christine Catt
Lisa Koski
Tim Quetton
Marketing Specialists
Marianne Zadra
Contract Marketing Specialist
Kim Lavigne
Mireille Wright
Graphic Artists
Reem Fattouh
Web Editor
Joel Ayotte
Web Developer

Julie Moskalyk
International Sales Manager
Courtney Gilbert
Client Services Assistant

Norma Henry
Manager Travelling Exhibits Touring Operations
Dallas Peloquin
Sales Assistant

Crystal Craig
Michelle Lalonde
Renee LePera
Kim Parkhill
Sales Leaders

Tina Montgomery
Manager, Project Management Office
Andrea Martin
Project Management

Jeff Baron
Director of Technical Services
Vern Gran
Project Manager, Technical Projects
Dale Bursey
Mark Gibson
Technical Managers
Tasio Gregorini
Senior Project Technologist
Gilles Caron
Don Greco
Paul Loiselle
Kevin McArthur
Shawn McNamara
Vince Murphy
Ron Pinard
Michel Tremblay
Mathew Wickman
Technical Specialists
Ron Bradley
Renaud Marquis
Technicians

Jacqueline Savoie
Director of Development

Audrey Dugas
Fundraising and Corporate Relations Manager
Kristal Lafantaisie
Development Assistant

Vacant
Director Organizational Development

Denise Fera
Human Resources Manager
Rebecca Wilson
Personnel Officer
Tasha Denis
Volunteer Coordinator

David Lickley
Large Format Films Director
Beverly Pugliese
Production Coordinator

Financial Statements of

SCIENCE NORTH

Year ended March 31, 2010

KPMG LLP
Chartered Accountants
Claridge Executive Centre
144 Pine Street PO Box 700
Sudbury ON P3E 4R6

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In Watts (1-800) 461-3551
Internet www.kpmg.ca

AUDITORS' REPORT

To the Honourable Minister of Tourism and Culture of the Province of Ontario
and the Board of Trustees of **Science North**

We have audited the statement of financial position of **Science North** as at March 31, 2010 and the statements of operations and changes in fund balances and cash flows for the year then ended. These financial statements are the responsibility of Science North's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of Science North as at March 31, 2010 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

KPMG LLP

Chartered Accountants, Licensed Public Accountants

Sudbury, Canada

May 20, 2010

SCIENCE NORTH

Statement of Financial Position

March 31, 2010, with comparative figures for 2009

	2010	2009
Assets		
Current assets:		
Cash and short-term investments	$ 6,525,311	4,690,155
Accounts receivable	1,457,689	2,618,888
Prepayments and inventory	675,475	439,371
	8,658,475	7,748,414
Restricted investments, at cost	4,542,238	4,400,661
Capital assets (note 2)	39,176,282	40,484,892
	$ 52,376,995	52,633,967
Liabilities and Fund Balances		
Current liabilities:		
Accounts payable and accrued liabilities	$ 2,535,948	3,149,848
Deferred revenue	1,155,429	1,135,305
Current portion of loans payable (note 3)	273,324	166,667
	3,964,701	4,451,820
Loans payable (note 3)	2,944,165	3,009,850
Fund balances:		
General	856,345	1,238,426
Capital asset	37,773,315	38,831,924
Restricted (note 4)	6,838,469	5,101,947
	45,468,129	45,172,297
	$ 52,376,995	52,633,967

See accompanying notes to financial statements.

SCIENCE NORTH

Statement of Operations and Changes in Fund Balances

Year ended March 31, 2010, with comparative figures for 2009

	General		Capital Asset		Restricted		Total	Total
	2010	2009	2010	2009	2010	2009	2010	2009
Revenue:								
Province of Ontario grants:								
Operating	$ 6,964,400	3,364,400	-	-	-	-	6,964,400	3,364,400
Specific	201,783	952,011	2,054,030	3,800,988	-	-	2,255,813	4,752,999
Government of Canada grants	32,269	100,885	570,417	295,000	-	-	602,686	395,885
Admissions:								
Science Centre	996,758	927,456	-	-	-	-	996,758	927,456
Dynamic Earth	429,344	419,387	-	-	-	-	429,344	419,387
IMAX Theatre	645,725	575,317	-	-	-	-	645,725	575,317
Planetarium	109,451	-	-	-	-	-	109,451	-
Virtual Voyages	-	86,685	-	-	-	-	-	86,685
Workshops and events	692,733	689,546	-	-	-	-	692,733	689,546
Members	441,181	441,461	-	-	-	-	441,181	441,461
Business operations:								
Food services	572,864	610,256	-	-	-	-	572,864	610,256
Exhibit and theatre production sales	1,373,829	4,298,742	-	-	-	-	1,373,829	4,298,742
Film production services	596,953	491,545	-	-	-	-	596,953	491,545
Retail	825,386	783,054	-	-	-	-	825,386	783,054
Parking	83,668	70,997	-	-	-	-	83,668	70,997
Fundraising and donations	289,185	681,512	560,325	853,411	21,645	10,426	871,155	1,545,349
Interest earned	79,266	302,312	-	-	192,131	182,103	271,397	484,415
Other	53,360	47,888	-	-	-	-	53,360	47,888
	14,388,155	14,843,454	3,184,772	4,949,399	213,776	192,529	17,786,703	19,985,382
Expenses:								
Science program:								
Science Centre operations	2,100,137	2,201,738	-	-	-	-	2,100,137	2,201,738
Education and Northern programs	1,107,967	1,091,520	-	-	-	-	1,107,967	1,091,520
Dynamic Earth operations	447,495	405,792	-	-	-	-	447,495	405,792
Business operations:								
IMAX Theatre	651,067	533,803	-	-	-	-	651,067	533,803
Planetarium	53,942	-	-	-	-	-	53,942	-
Virtual Voyages	-	48,494	-	-	-	-	-	48,494
Food service	393,793	403,942	-	-	-	-	393,793	403,942
Cost of exhibit sales	1,313,691	3,460,568	-	-	-	-	1,313,691	3,460,568
Cost of film services	585,389	112,998	-	-	-	-	585,389	112,998
Retail	578,216	535,628	-	-	-	-	578,216	535,628
Box office and sales	402,000	399,188	-	-	-	-	402,000	399,188
Maintenance and building	1,819,145	1,810,294	-	-	-	-	1,819,145	1,810,294
Administrative support	2,008,168	1,439,475	-	-	-	-	2,008,168	1,439,475
Marketing and development	1,068,362	989,200	-	-	-	-	1,068,362	989,200
Program technical support	359,029	318,414	-	-	-	-	359,029	318,414
Loss on disposal of capital assets	-	-	-	139,996	-	-	-	139,996
Amortization of capital assets	-	-	4,602,470	7,144,502	-	-	4,602,470	7,144,502
	12,888,401	13,751,054	4,602,470	7,284,498	-	-	17,490,871	21,035,552
Excess (deficiency) of revenue over expenses	1,499,754	1,092,400	(1,417,698)	(2,335,099)	213,776	192,529	295,832	(1,050,170)
Fund balances, beginning of year	1,238,426	2,419,852	38,831,924	38,830,082	5,101,947	4,972,533	45,172,297	46,222,467
Transfers for capital assets	(301,363)	(2,127,248)	359,089	2,336,941	(57,726)	(209,693)	-	-
Interfund transfers (note 5)	(1,580,472)	(146,578)	-	-	1,580,472	146,578	-	-
Fund balances, end of year	$ 856,345	1,238,426	37,773,315	38,831,924	6,838,469	5,101,947	45,468,129	45,172,297

See accompanying notes to financial statements.

SCIENCE NORTH

Statement of Cash Flows

Year ended March 31, 2010, with comparative figures for 2009

	2010	2009
Cash flows from operating activities:		
Excess (deficiency) of revenue over expenses	$ 295,832	(1,050,170)
Adjustments for:		
Amortization of capital assets	4,602,470	7,144,502
Debt discount (net)	(4,536)	14,399
Loss on disposal of capital assets	–	139,996
Loan forgiven	–	(343,525)
	4,893,766	5,905,202
Changes in non-cash working capital (note 8)	331,319	191,222
	5,225,085	6,096,424
Cash flows from financing and investing activities:		
Additions to capital assets	(3,293,861)	(7,114,678)
Repayment of loans payable	(499,999)	(50,610)
Increase in other restricted investments	(141,576)	(589,725)
Additions to loans payable	545,507	666,013
	(3,389,929)	(7,089,000)
Net increase (decrease) in cash and short-term investments	1,835,156	(992,576)
Cash and short-term investments, beginning of year	4,690,155	5,682,731
Cash and short-term investments, end of year	$ 6,525,311	4,690,155

See accompanying notes to financial statements.

Science North (the "Organization") is an agency of Her Majesty created under the Science North Act, 1986 by the Ontario Legislative Assembly. The principal activity of the Organization is to create and market high quality science education and entertainment experiences and products, which involve people in the relationship between science and everyday life.

1. Significant accounting policies:

(a) Basis of presentation:

These financial statements include the assets, liabilities, revenues and expenses of all of the Organization's activities, some of which are contracted out to an associated organization. All inter-organization balances and transactions have been eliminated.

Because the Organization receives funding for operational and special purposes, the financial statements are presented in a manner, which segregates the following funds:

- General fund, which presents the day-to-day demonstrative, business, administrative and maintenance operations of the Organization.
- Capital asset fund, which presents the assets, liabilities, revenues and expenses related to the Organization's capital assets.
- Restricted fund, which presents the assets, liabilities, revenues and expenses, which are restricted as to purpose and expendability and set aside by the Board of Trustees, the Province of Ontario or other benefactors.

(b) Revenue recognition:

The Organization follows the restricted fund method of accounting. Under this method, the following principles have been applied:

- Contributions are recorded as revenue in the respective funds based on their nature, source and the restrictions stipulated by the donor.
- Contributions including pledges and donations are recognized as revenue when received or receivable if the amounts can be reasonably estimated and collection is reasonably assured.
- Revenue on contracts is recognized using the percentage-of-completion method. The percentage is determined by relating the actual cost of work performed to date to the current estimated total cost for each contract. Unearned advances are deferred. Projected losses, if any, are recognized immediately for accounting purposes.
- Revenue from film distribution and license / lease arrangements is recognized only when persuasive evidence of a sale or arrangement with a customer exists, the film is complete and the contractual delivery arrangements have been satisfied, the arrangement fee is fixed or determinable, collection of the arrangement fee is reasonably assured and other conditions as specified in the respective agreements have been met.
- Cash received in advance of meeting the revenue recognition criteria described above is recorded as deferred revenue.

1. Significant accounting policies (continued):

(c) Investments:

Short-term investments consist of bonds and coupons and are recorded at fair value.

Restricted investments consist of bonds and coupons and are recorded at amortized cost.

(d) Capital assets:

With the exception of the Bell Grove land, which is recorded at nominal value, property and equipment are stated at cost or fair market value if donated.

Amortization on buildings is provided on the declining-balance basis at an annual rate of 5%.

Amortization on exhibits and equipment is provided on the straight-line basis at annual rates ranging from 5% to 20%.

Amortization on large format films, when available for use, is provided in proportion that current revenue bears to management's estimate of revenue expected from the film.

(e) Use of estimates:

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the periods specified. Significant items subject to such estimates and assumptions include the carrying value of capital assets and valuation allowances for accounts receivable and inventory. Actual results could differ from those estimates. These estimates are reviewed periodically, and, as adjustments become necessary, they are reported in earnings in the year in which they become known.

(f) Financial instruments:

The Organization accounts for its financial assets and liabilities in accordance with Canadian generally accepted accounting principles.

The financial instruments are classified into one of five categories: held-for-trading, held-to-maturity, loans and receivables, available-for-sale financial assets or other financial liabilities. All financial instruments, including derivatives, are measured in the statement of financial position at fair value except for loans and receivables, held-for-maturity investments and other financial liabilities which are reported at amortized cost.

The Organization has continued to disclose and present financial instruments under Handbook Section 3861, *Financial Instruments.*

1. Significant accounting policies (continued):

(g) Amendments to Section 1000, Financial Statement Concepts:

Effective April 1, 2009 the Organization adopted the Canadian Institute of Chartered Accountants ("CICA") amendments to section 1000 of the CICA Handbook. These amendments clarified the criteria for recognition of an asset or liability, removing the ability to recognize assets or liabilities solely on the basis of matching of revenue and expense items. Adoption of these recommendations had no effect on the financial statements for the year ended March 31, 2010.

(h) Disclosure of allocated expenses by Not-for-Profit Organizations:

Effective April 1, 2009, the Organization adopted the CICA Handbook Section 4470, Disclosure of Allocated Expenses by Not-for-Profit organizations, which establishes standards for entities that choose to classify their expenses by function and allocate expenses from one function to another.

The Organization classifies expenses on the Statement of Operations by function. The Organization does not allocate expenses between functions on the statement of operations and changes in fund balances. As such, adoption of these recommendations had no effect on the financial statements for the year ended March 31, 2010.

(i) Employee future benefits:

The Organization has defined contribution plans providing pension benefits. The cost of the defined contribution plans is recognized based on the contributions required to be made during each year.

2. Capital assets:

	2010		2009	
	Cost	Accumulated Amortization	Cost	Accumulated Amortization
Land and buildings:				
Bell Grove	$ 45,212,710	25,917,131	44,054,029	24,901,575
Dynamic Earth	13,428,733	3,155,355	13,428,732	2,676,756
Exhibits and equipment:				
Bell Grove	12,126,311	8,284,364	23,571,642	20,427,252
Dynamic Earth	4,954,756	2,995,438	4,954,756	2,532,368
Travelling exhibits	7,806,558	4,166,078	7,040,076	2,830,108
Large format film	4,435,065	4,269,485	4,685,066	3,881,350
	87,964,133	48,787,851	97,734,301	57,249,409
Less accumulated amortization	48,787,851		57,249,409	
	$ 39,176,282		40,484,892	

3. Loans payable:

Reduced or non-interest bearing loans are payable as follows:

	Principal Outstanding 2010	2009	Payment Terms
Province of Ontario:			
IMAX Theatre	$ 435,837	435,837	50% of average annual IMAX Theatre profits, if any, for previous two fiscal years.
Wings Over the North	1,000,000	1,000,000	One third of remaining distribution profits received by Science North once a third party contributor has recouped its investment against such profits.
Travelling Exhibits 1	506,508	800,399	Repayable in annual installments of $166,667 each January 1 until paid. Interest of 6.25% began to accrue on January 1, 2010. The portion of the loan advanced was discounted to reflect the fair value. The discount has been calculated at $ Nil (2009 - $37,810).
Travelling Exhibits 2	438,902	144,039	Up to $500,000 in principal may be drawn, repayable in annual installments commencing January 1, 2012 with three annual payments of $150,000 and one payment of $50,000. The portion of the loan advanced has been discounted to reflect the fair value. The discount has been calculated at $42,347 (2009 - $18,751).
Industry Canada / FedNor:			
Large Format Films Distribution	400,000	360,000	Up to $400,000 in principal may be drawn, repayable at 4% of gross revenues from film distribution and its derivatives commencing May 30, 2010.
Ends of the Earth	350,000	350,000	Repayable at 50% of lease revenue for the Exhibit in excess of a specified balance.
Mystery of the Great Lakes	86,242	86,242	Repayable based on leases obtained after a specified balance achieved.
Total	3,217,489	3,176,517	
Less current portion of loan payable	273,324	166,667	
	$ 2,944,165	3,009,850	

The Federal loans payable reflect management's current estimates of its obligation given the plans and results to date. The balances have not been discounted given the demand feature.

4. Restricted fund:

The restricted fund is comprised of the following:

		2010	2009
Externally restricted:			
Capital renewal fund	$	2,411,462	2,308,395
Program and exhibit funds		409,277	391,499
		2,820,739	2,699,894
Internally restricted:			
Funds:			
Waterfront development		112,256	88,131
Other		3,153,805	1,655,880
Reserves:			
Human resources		330,684	297,387
Replacement of capital assets		420,985	360,655
		4,017,730	2,402,053
	$	6,838,469	5,101,947

5. Interfund transfers:

The interfund transfers are comprised of:

a) net assets of $77,640 (2009 - $163,390) which were internally allocated between the General Fund and the Restricted Fund, to cover certain general fund purchases;

b) net assets of $133,150 (2009 - $186,777) which were internally allocated between the General Fund and the Restricted Fund for future capital acquisitions; and

c) net assets of $1,524,962 (2009 - $123,197) which were internally allocated between the General Fund and the Restricted Fund to cover future operational expenditures.

6. Fair value of financial instruments:

The fair values of the Organization's cash and short-term investments, accounts receivable and accounts payable and accrued liabilities approximate their carrying values due to the relatively short periods to maturity of the instruments or because they are carried at market. The market value of the restricted investments is $4,821,706 (2009 - $4,644,208). It is not practicable to determine the fair value of the loans payable in view of the indefinite terms except for the loans which have been discounted as disclosed in note 3.

The Organization's financial instruments do not expose the Organization to a significant concentration of credit or interest rate risk.

7. Employee future benefits:

The contributions to the defined contribution pension plans were $493,029 (2009 - $487,391).

8. Change in non-cash operating working capital:

	2010	2009
Cash provided by (used in):		
Decrease (increase) in accounts receivable	$ 1,161,199	(43,739)
Increase in prepayments and inventory	(236,104)	(34,691)
Increase (decrease) in accounts payable and accrued liabilities	(613,900)	439,703
Increase (decrease) in deferred revenue	20,124	(170,051)
	$ 331,319	191,222

SCIENCE NORTH SCIENCE NORD

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Science North is an agency of the Government of Ontario.
Ce rapport annuel est aussi disponsible en français.